

# Secretary of State, Bureau of Motor Vehicles

## Application for Dealer Sales Promotion License

Office Use Only#

Business Name \_\_\_\_\_ Dealer # \_\_\_\_\_

Business Phone # \_\_\_\_\_

Promotion Location \_\_\_\_\_

Promotion Address \_\_\_\_\_ Zip Code \_\_\_\_\_

Promotion Date(s) \_\_\_\_\_

Franchise(s) Held \_\_\_\_\_

In the column(s) below check off (x) the type(s) of license you are applying for. For each type of license, enter the license fee in the far right column. Total the far right column and write the amount at the bottom.

**Use a separate application for each location**

| Type of License  | License | License Fee       | Total Fee(\$) |
|--|---------|-------------------|---------------|
| <b>Attended Sales Promotion</b><br>valid for up to 30 days<br>at each location |         | @ \$75.00 each =  |               |
| <b>Unattended Sales Promotion</b><br>valid for 1 - 7 days                      |         | @ \$50.00 each =  |               |
| <b>Unattended Sales Promotion</b><br>valid for 8 to 60 days                    |         | @ \$100.00 each = |               |
| <b>Unattended Sales Promotion</b><br>valid up to 1 year                        |         | @ \$150.00 each = |               |
|  |         | <b>Total Fee</b>  |               |

Signature of Applicant

Official Title

Date

If you have any questions, please call the Bureau of Motor Vehicles, Dealer and Agent Services Section at **624-9000 Extension 52143**. Mail to **Bureau of Motor Vehicles, Dealer and Agent Services, 29 State House Station, Augusta, ME 04333-0029**.

(Rev. 6/01)

## **Sales Promotion License Requirements**

**Attended Sales Promotion** - An attended sales promotion license will be issued for a period of 30 days and may be renewed 2 times in a calendar year at any one location. The request for such a license needs to be submitted at least 48 hours in advance of the proposed promotion and will include the date and location. The promotion and use of a location must comply with applicable zoning requirements. A new car dealer can apply for this type of license within that dealers area of franchise responsibility. An attended sales promotion at an agricultural fair is exempt from this license.

**Unattended Sales Promotion** - A request for an unattended sales promotion needs to be submitted at least 48 hours in advance of the proposed dates of the promotion and must include the promotion dates and locations as well as a copy of a contract or letter of authorization between the dealer and the promotion sponsor. The promotion and use of a location must comply with applicable zoning requirements and a new car dealer must be within the dealers area of franchise responsibility.